

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10010979-1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): John R. Milton

Confirmation No.: 4080

Application No.: 09/938,465

Examiner: Corrielus, J.

Filing Date: 8/23/3001

Group Art Unit: 2162

Title: SYSTEM AND METHOD FOR TRACKING PLACEMENT AND USAGE OF CONTENT IN A  
PUBLICATION

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MAY 25 2005

Mail Stop AF  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

## TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment ( ) Petition to extend time to respond  
( ) New fee as calculated below ( ) Supplemental Declaration  
(X) No additional fee  
( ) Other: \_\_\_\_\_ (fee \$ \_\_\_\_\_)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	20	MINUS	23	= 0	X \$50	\$ 0
INDEP. CLAIMS	5	MINUS	5	= 0	X \$200	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

John R. Milton

(X) I hereby certify that this paper is being transmitted  
to the Patent and Trademark Office facsimile  
number (703) 872-8308 on 5/25/2005  
Number of pages: 9

Typed Name: Michael J. D'Aurelio

Signature: Michael J. D'AurelioBy Michael J. D'Aurelio

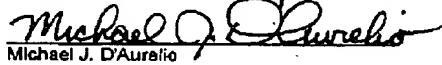
Michael J. D'Aurelio

Attorney/Agent for Applicant(s)

Reg. No. 40,977

Date: 5/25/2005

**REPLY UNDER 37 CFR 1.116  
EXPEDITED PROCEDURE  
TECHNOLOGY CENTER 2100**

<p align="center"><b>CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 CFR 51.8</b></p> <p>I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted on the date indicated below via facsimile to the United States Patent and Trademark Office, Technology Group TC2100, facsimile number (703) 872-9306.</p>	
<p><u>5/25/05</u></p> <p>Date</p>	<p> Michael J. D'Aurelio</p>

**PATENT  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re the application of:	)	Confirmation: 4080
John R. Milton	)	
Application Number: 09/938,465	)	Art Unit: 2162
Filing Date: 08/23/2001	)	Examiner: Corrielus, Jean M.
Title: SYSTEM AND METHOD FOR	)	Docket No.: 10010979-1
TRACKING PLACEMENT AND	)	
USAGE OF CONTENT IN A	)	
PUBLICATION	)	

**RESPONSE TO FINAL OFFICE ACTION OF APRIL 21, 2005**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In regard to the outstanding Final Office Action mailed on April 21, 2005, Applicant submits the following Response.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, In the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to Deposit Account No. 08-2025.

Please amend the above-identified application as follows: